

Message Text

UNCLASSIFIED

PAGE 01 MADRID 02004 172159Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----180923Z 092849 /12

R 171138Z MAR 77
FM AMEMBASSY MADRID
TO SECSTATE WASHDC 9387
USDOC WASHDC
INFO AMCONSUL TURIN
AMEMBASSY ROME

UNCLAS MADRID 2004

E.O. 11652: N/A
TAGS: BBAK, SP
SUBJECT: USE OF PRESIDENT CARTER'S PHOTOGRAPH BY ITALIAN MANU-
FACTURER OF "JESUS JEANS."

1. WE HAVE SPOKEN WITH MR. ENRIQUE MONTERO, MANAGER OF ATLANTIC UNION

,
S.A., CALLE SAN NICOLAS 15, MADRID, SPANISH LICENSCE OF MAGLIFICIO
CALCIFIZIO TORINESE, CORSO BRESCIA, 86, TURIN, REGARDING A POSTER
USING A PHOTOGRAPH OF PRESIDENT CARTER IN PROMOTING "JESUS
JEANS." (WE HAD RECEIVED A LETTER FROM A U.S. SOLDIER, MSGT. SAMUEL
B. SIMMONS, WHO SENT A COPY TO THE WHITE HOUSE, PROTESTING AGAINST
THE USE OF A PHOTOGRAPH OF PRESIDENT CARTER FOR COMMERCIAL PURPOSES).

2. MR. MONTERO, WHO SAID HIS FIRM HAD RECEIVED A SMALL SUPPLY OF
THE POSTER FROM THE ITALIAN FIRM FOLLOWING ITS USE AT AN APPAREL
SHOW IN PARIS, AGREED THAT THE POSTER WAS INAPPROPRIATE, AND
ASSURED THE EMBOFF THAT HE WOULD REQUEST ALL HIS CLIENT STORES TO
CEASE USING IT.

3. AS OF POSSIBLE FURTHER INTEREST, MONTERO SAID THAT THE TURIN
FIRM'S U.S. OPERATION-LOCATED AT 390 FIFTH AVENUE, NYC-WILL
PROBABLY HAVE TO CHANGE THE NAME OF ITS JEANS IN THE US DUE TO
STRIDENT PROTESTS FROM US CITIZENS. EATON

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 17-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977MADRID02004
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770093-0275
Format: TEL
From: MADRID
Handling Restrictions: n/a
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Litigation History:
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 07-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3081329
Secure: OPEN
Status: NATIVE
Subject: USE OF PRESIDENT CARTER'S PHOTOGRAPH BY ITALIAN MANU- FACTURER OF \"JESUS JEANS.\
TAGS: BBAK, SP
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Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/e6237db6-c288-dd11-92da-001cc4696bcc
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